

# FLORICULTURE AND NURSERY PRODUCTS



The 2011 preliminary value of Hawaii's floriculture and nursery products is estimated at \$69.6 million, 2 percent lower than the revised 2010 value. Sales have been in decline for the fourth straight year after reaching a record high \$108.7 million in 2007.

## FLORICULTURE AND NURSERY PRODUCTS: Value of Grower Sales, by County, 2007-2011 <sup>1</sup>

Year	Cut flowers <sup>2</sup>	Orchids <sup>3</sup>	Lei flowers	Foliage <sup>4</sup>	Potted flowering plants	All other nursery products <sup>5</sup>	Unspecified sales <sup>6</sup>	Total
1,000 dollars								
<b>State</b>								
2007	12,170	21,542	4,709	20,074	6,499	41,996	1,720	108,710
2008	9,578	18,169	3,783	14,949	4,144	42,239	1,800	94,662
2009	7,248	15,880	2,558	12,143	3,972	33,463	1,550	76,814
2010	7,007	15,117	2,437	10,180	2,974	31,885	1,500	71,100
<b>2011</b>	<b>6,584</b>	<b>14,515</b>	<b>2,420</b>	<b>10,385</b>	<b>3,324</b>	<b>30,922</b>	<b>1,450</b>	<b>69,600</b>
<b>County:</b>								
<b>Hawaii</b>								
2007	7,704	14,075	656	16,197	1,153	10,687	720	51,192
2008	5,950	11,774	532	11,273	699	10,210	800	41,238
2009 <sup>7</sup>								
2010 <sup>7</sup>								
<b>2011 <sup>7</sup></b>								
<b>Honolulu</b>								
2007	952	5,922	2,507	3,201	4,413	23,200	430	40,625
2008	857	4,793	1,782	2,863	2,167	22,465	435	35,362
2009 <sup>7</sup>								
2010 <sup>7</sup>								
<b>2011 <sup>7</sup></b>								
<b>Kauai</b>								
2007	221	441	42	54	72	2,546	180	3,556
2008	226	483	37	294	73	2,641	195	3,949
2009 <sup>7</sup>								
2010 <sup>7</sup>								
<b>2011 <sup>7</sup></b>								
<b>Maui</b>								
2007	3,293	1,104	1,504	622	861	5,563	390	13,337
2008	2,545	1,119	1,432	519	1,205	6,923	370	14,113
2009 <sup>7</sup>								
2010 <sup>7</sup>								
<b>2011 <sup>7</sup></b>								

<sup>1</sup> Includes only producers having total sales of \$10,000 or more.

<sup>2</sup> Cut orchids included in "Orchids" category.

<sup>3</sup> Includes cut and potted orchids and dendrobium seedlings. Beginning 2010, excludes dendrobium seedlings.

<sup>4</sup> Includes cut, potted, and unfinished.

<sup>5</sup> Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified. Beginning 2010, includes dendrobium seedlings.

<sup>6</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

<sup>7</sup> County estimates not published due to staff reduction-in-force but combined and included in the State total.



# FLORICULTURE AND NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2007-2011 <sup>1</sup>

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>CUT FLOWERS</b>			
<b>Anthuriums - dozens</b>			
2007	56	667	4,530
2008	48	525	3,518
2009	40	449	3,120
2010	45	408	3,143
<b>2011</b>	<b>39</b>	<b>398</b>	<b>3,115</b>
<b>Birds of Paradise - dozens</b>			
2007	31	28	207
2008	25	25	175
2009	20	16	129
2010	22	12	94
<b>2011</b>	<b>21</b>	<b>14</b>	<b>111</b>
<b>Chrysanthemums, pompon - bunches</b>			
2007	5	201	452
2008	5	191	437
2009 <sup>3</sup>			
2010 <sup>3</sup>			
<b>2011 <sup>3</sup></b>			
<b>Ginger, pink - dozens</b>			
2007	46	52	431
2008	45	47	394
2009	33	42	346
2010	37	46	316
<b>2011</b>	<b>34</b>	<b>30</b>	<b>239</b>
<b>Ginger, red - dozens</b>			
2007	59	118	952
2008	51	105	789
2009	42	76	576
2010	40	70	444
<b>2011</b>	<b>41</b>	<b>66</b>	<b>463</b>
<b>Gingers, other - dozens</b>			
2007	19	15	139
2008	20	11	104
2009	17	8	62
2010	20	11	98
<b>2011</b>	<b>15</b>	<b>8</b>	<b>105</b>
<b>Heliconias - dozens</b>			
2007	61	67	772
2008	55	62	670
2009	45	51	631
2010	47	50	645
<b>2011</b>	<b>44</b>	<b>42</b>	<b>558</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2007-2011 <sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Proteas - stems</b>			
2007	30	1,932	2,098
2008	25	1,380	1,329
2009	20	1,245	1,374
2010	21	1,204	1,288
<b>2011</b>	<b>25</b>	<b>997</b>	<b>945</b>
<b>Other cut flowers - dozens</b>			
2007	46	NA	2,589
2008	51	NA	2,162
2009	27	NA	1,010
2010	27	NA	979
<b>2011</b>	<b>29</b>	<b>NA</b>	<b>1,048</b>
<b>ORCHIDS</b>			
<b>Cymbidiums, cut</b>			
2007	10	407	243
2008	7	200	222
2009	9	210	226
2010	7	172	212
<b>2011</b>	<b>9</b>	<b>169</b>	<b>235</b>
<b>Dendrobiums, cut - dozens</b>			
2007	36	303	2,260
2008	38	280	2,170
2009	31	203	1,660
2010	32	192	1,562
<b>2011</b>	<b>30</b>	<b>191</b>	<b>1,561</b>
<b>Oncidiinae, cut <sup>4</sup> - dozens</b>			
2007	20	48	535
2008	19	49	530
2009	15	29	348
2010	22	35	443
<b>2011</b>	<b>19</b>	<b>30</b>	<b>441</b>
<b>Other cut orchids - dozens</b>			
2007	15	NA	727
2008	22	NA	298
2009	15	NA	317
2010	16	NA	410
<b>2011</b>	<b>13</b>	<b>NA</b>	<b>346</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2007-2011 <sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Dendrobiums, potted</b>			
2007	60	911	5,092
2008	61	753	4,111
2009	59	632	3,577
2010	64	599	3,468
<b>2011</b>	<b>59</b>	<b>545</b>	<b>3,400</b>
<b>Dendrobiums, seedlings <sup>5</sup></b>			
2007	7	NA	343
2008	10	NA	353
2009	4	NA	333
2010 <sup>6</sup>			
<b>2011 <sup>6</sup></b>			
<b>Oncidiinae, potted <sup>4</sup></b>			
2007	44	521	3,673
2008	43	402	3,087
2009 <sup>3</sup>			
2010 <sup>3</sup>			
<b>2011 <sup>3</sup></b>			
<b>Phalaenopsis, potted</b>			
2007	19	139	1,029
2008	23	119	945
2009	26	129	955
2010	23	149	1,072
<b>2011</b>	<b>22</b>	<b>143</b>	<b>1,067</b>
<b>Other potted orchids</b>			
2007	63	1,428	7,640
2008	62	1,090	6,453
2009	71	1,187	8,464
2010	81	1,113	7,950
<b>2011</b>	<b>73</b>	<b>1,103</b>	<b>7,465</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2007-2011 <sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>FOLIAGE</b>			
<b>Dracaena, potted</b>			
2007	29	NA	6,010
2008	26	NA	3,919
2009	23	NA	2,516
2010	22	NA	2,752
<b>2011</b>	<b>22</b>	<b>NA</b>	<b>3,164</b>
<b>Palms, potted</b>			
2007	39	NA	8,698
2008	35	NA	6,635
2009	30	NA	5,126
2010	32	NA	3,613
<b>2011</b>	<b>25</b>	<b>NA</b>	<b>3,736</b>
<b>Hanging baskets, potted</b>			
2007	11	NA	132
2008	10	NA	69
2009	10	NA	96
2010	10	NA	69
<b>2011</b>	<b>8</b>	<b>NA</b>	<b>72</b>
<b>Other potted foliage</b>			
2007	32	NA	3,763
2008	28	NA	3,443
2009	40	NA	3,257
2010	25	NA	2,531
<b>2011</b>	<b>23</b>	<b>NA</b>	<b>2,515</b>
<b>Ti leaves, cut - leaves</b>			
2007	35	3,800	387
2008	41	3,300	316
2009	36	2,400	241
2010	39	4,100	439
<b>2011</b>	<b>33</b>	<b>3,500</b>	<b>364</b>
<b>Other cut greens</b>			
2007	40	NA	547
2008	40	NA	421
2009	26	NA	314
2010	29	NA	776
<b>2011</b>	<b>30</b>	<b>NA</b>	<b>534</b>
<b>Unfinished foliage stock</b>			
2007	9	NA	537
2008	6	NA	146
2009	14	NA	593
2010 <sup>3</sup>			
<b>2011 <sup>3</sup></b>			

See footnotes at end of table.

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## FLORICULTURE AND NURSERY PRODUCTS

### FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2007-2011 <sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>LEI/INDIVIDUAL BLOOMS</b>			
<b>Dendrobiums - blooms</b>			
2007	20	8,500	282
2008	22	9,700	328
2009	16	7,000	238
2010	19	5,800	195
<b>2011</b>	<b>19</b>	<b>8,700</b>	<b>290</b>
<b>Pikake - strands</b>			
2007	5	65.0	183
2008	5	56.0	167
2009 <sup>3</sup>			
2010 <sup>3</sup>			
<b>2011 <sup>3</sup></b>			
<b>Plumerias - blooms</b>			
2007	15	12,800	566
2008	11	9,500	400
2009	9	6,100	285
2010	12	6,100	306
<b>2011</b>	<b>10</b>	<b>7,500</b>	<b>312</b>
<b>Vandaceous <sup>7</sup> - blooms</b>			
2007	4	7,400	331
2008 <sup>3</sup>			
2009 <sup>3</sup>			
2010 <sup>3</sup>			
<b>2011 <sup>3</sup></b>			
<b>Other lei/individual - blooms</b>			
2007	NA	NA	3,347
2008	NA	NA	2,888
2009	NA	NA	2,035
2010	NA	NA	1,936
<b>2011</b>	<b>NA</b>	<b>NA</b>	<b>1,818</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2007-2011 <sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>POTTED FLOWERING PLANTS</b>			
<b>Anthuriums</b>			
2007	13	101	379
2008	15	27	204
2009	16	34	298
2010	17	29	248
<b>2011</b>	<b>17</b>	<b>35</b>	<b>285</b>
<b>Bromeliads</b>			
2007	9	191	818
2008	10	45	279
2009	7	40	250
2010	9	25	158
<b>2011</b>	<b>8</b>	<b>11</b>	<b>100</b>
<b>Poinsettias</b>			
2007	20	291	1,306
2008	19	270	1,376
2009	21	303	1,414
2010	18	274	1,275
<b>2011</b>	<b>18</b>	<b>255</b>	<b>1,239</b>
<b>Other potted flowering plants</b>			
2007	27	NA	3,996
2008	30	NA	2,285
2009	30	NA	2,010
2010	24	NA	1,293
<b>2011</b>	<b>22</b>	<b>NA</b>	<b>1,700</b>
<b>POTTED BEDDING/GARDEN</b>			
<b>Impatiens, New Guinea</b>			
2007	8	111	155
2008	8	106	165
2009	9	106	182
2010	8	108	186
<b>2011</b>	<b>11</b>	<b>116</b>	<b>205</b>
<b>Impatiens, other</b>			
2007	8	203	114
2008	6	116	61
2009	9	208	115
2010	7	253	156
<b>2011</b>	<b>8</b>	<b>256</b>	<b>162</b>
<b>Other bedding/garden</b>			
2007	19	NA	3,130
2008	24	NA	2,640
2009	19	NA	2,591
2010	17	NA	2,316
<b>2011</b>	<b>17</b>	<b>NA</b>	<b>2,371</b>

See footnotes at end of table.

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# FLORICULTURE AND NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms, Quantity, and Value, State of Hawaii, 2007-2011 <sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>PLANT RENTALS</b>			
2007	43	NA	6,830
2008	56	NA	5,943
2009	39	NA	5,279
2010	47	NA	4,922
<b>2011</b>	<b>47</b>	<b>NA</b>	<b>5,027</b>
<b>LANDSCAPE PLANT MATERIAL <sup>8</sup></b>			
2007	164		27,660
2008	163		29,112
2009	119		22,318
2010	130		22,793
<b>2011</b>	<b>133</b>		<b>20,401</b>
<b>OTHER NURSERY PRODUCTS <sup>9</sup></b>			
2007			4,107
2008			4,318
2009			2,978
2010			3,512
<b>2011</b>			<b>2,756</b>
<b>UNSPECIFIED SALES <sup>10</sup></b>			
2007			1,720
2008			1,800
2009			1,550
2010			1,500
<b>2011</b>			<b>1,450</b>
<b>TOTAL</b>			
2007	1,060		108,710
2008	1,025		94,662
2009	1,010		76,814
2010	970		71,100
<b>2011</b>	<b>970</b>		<b>69,600</b>

NA = Not available.

<sup>1</sup> Includes only producers having total sales of \$10,000 or more.

<sup>2</sup> Number of farms having sales during that year; "Total" is unduplicated count.

<sup>3</sup> Data not shown separately to avoid disclosure of individual operations but combined and included with "Other" category in each section.

<sup>4</sup> Prior to 2007, formerly called Oncidium.

<sup>5</sup> Includes community pots, liners, tissue culture flasks, plugs, etc.

<sup>6</sup> Data not shown separately to avoid disclosure of individual operations but combined and included with "Other Nursery Products".

<sup>7</sup> Prior to 2007, formerly called Vanda, Miss Joaquim.

<sup>8</sup> Includes broadleaf and coniferous evergreens, deciduous and flower trees, palms, and citrus, fruit and nut trees, and sod. Does not include palms or potted foliage for indoor or patio use, bedding and garden plants, propagative floriculture material, and items which are included in published categories.

<sup>9</sup> Includes other flowers or nursery products not elsewhere classified.

<sup>10</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.



# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Number of Farms and Growing Area, by County, 2007-2011

Year	Farms	Greenhouse <sup>1</sup>	Artificial shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>		<i>----- Acres -----</i>	
<b>State</b>					
2007	1,060	2,020	25,015	3,755	4,376
2008	1,025	2,120	23,570	2,580	3,170
2009	1,010	1,930	24,615	2,170	2,780
2010	970	1,875	20,940	2,120	2,650
<b>2011</b>	<b>970</b>	<b>1,770</b>	<b>19,990</b>	<b>2,195</b>	<b>2,695</b>
<b>County:</b>					
<b>Hawaii</b>					
2007	475	1,435	19,805	2,200	2,688
2008	465	1,520	18,100	1,080	1,530
2009 <sup>2</sup>					
2010 <sup>2</sup>					
<b>2011<sup>2</sup></b>					
<b>Honolulu</b>					
2007	285	140	4,215	695	795
2008	270	165	4,270	600	700
2009 <sup>2</sup>					
2010 <sup>2</sup>					
<b>2011<sup>2</sup></b>					
<b>Kauai</b>					
2007	90	90	505	220	234
2008	90	155	500	240	255
2009 <sup>2</sup>					
2010 <sup>2</sup>					
<b>2011<sup>2</sup></b>					
<b>Maui</b>					
2007	210	355	490	640	659
2008	200	280	700	660	685
2009 <sup>2</sup>					
2010 <sup>2</sup>					
<b>2011<sup>2</sup></b>					

<sup>1</sup> Glass or glass substitute structure.

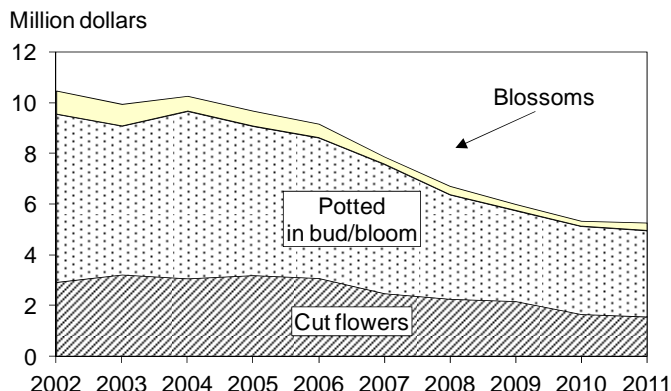
<sup>2</sup> County estimates not published due to staff reduction-in-force but combined and included in the State total.



## FLORICULTURE AND NURSERY PRODUCTS



**DENDROBIUMS: Value of Sales, State of Hawaii, 2002-2011 <sup>1</sup>**



<sup>1</sup> Includes only producers with total sales of \$10,000 or more.

**DENDROBIUM ORCHIDS: Sales and Value, State of Hawaii, 2007-2011 <sup>1</sup>**

Year	Individual blossoms		Cut flowers <sup>2</sup>		Potted in bud/bloom		Seedlings <sup>3</sup>		Total value
	Number sold	Value	Number sold	Value	Number sold	Value	Number sold	Value	
	<i>Million blooms</i>	<i>1,000 dollars</i>	<i>1,000 dozens</i>	<i>1,000 dollars</i>	<i>1,000 pots</i>	<i>1,000 dollars</i>	<i>1,000 pots</i>	<i>----- 1,000 dollars -----</i>	
2007	8.5	282	303	2,260	911	5,092	NA	343	7,977
2008	9.7	328	280	2,170	753	4,111	NA	353	6,962
2009	7.0	238	203	1,660	632	3,577	NA	333	5,808
2010	5.8	195	192	1,562	599	3,468	NA	<sup>4</sup>	5,225
<b>2011</b>	<b>8.7</b>	<b>290</b>	<b>191</b>	<b>1,561</b>	<b>545</b>	<b>3,400</b>	<b>NA</b>	<b>4</b>	<b>5,251</b>

NA = Not Available.

<sup>1</sup> Includes only producers with total sales of \$10,000 or more.

<sup>2</sup> Prior to 2007, formerly called cut sprays.

<sup>3</sup> Prior to 2007, formerly called community pots. Includes community pots, liners, tissue culture flasks, plugs, etc.

<sup>4</sup> Data not shown separately to avoid disclosure of individual operations.

**DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT SPRAYS): Number of Farms and Production Area, State of Hawaii, 2007-2011 <sup>1</sup>**

Year	Farms		Production area		Total
	Cut flowers <sup>2</sup>	Potted in bud/bloom	Cut flowers <sup>2</sup>	Potted in bud/bloom	
	<i>----- Number -----</i>		<i>----- 1,000 square feet -----</i>		
2007	36	60	2,390	2,640	5,030
2008	38	61	2,415	2,500	4,915
2009	31	59	2,345	2,290	4,635
2010	32	64	2,320	1,915	4,235
<b>2011</b>	<b>30</b>	<b>59</b>	<b>2,650</b>	<b>1,695</b>	<b>4,345</b>

<sup>1</sup> Includes only producers with \$10,000 or more in total sales.

<sup>2</sup> Prior to 2007, formerly called cut sprays.

# FLORICULTURE AND NURSERY PRODUCTS



## FLORICULTURE AND NURSERY PRODUCTS: Out-of-State Sales, State of Hawaii, 2007-2011<sup>1</sup>

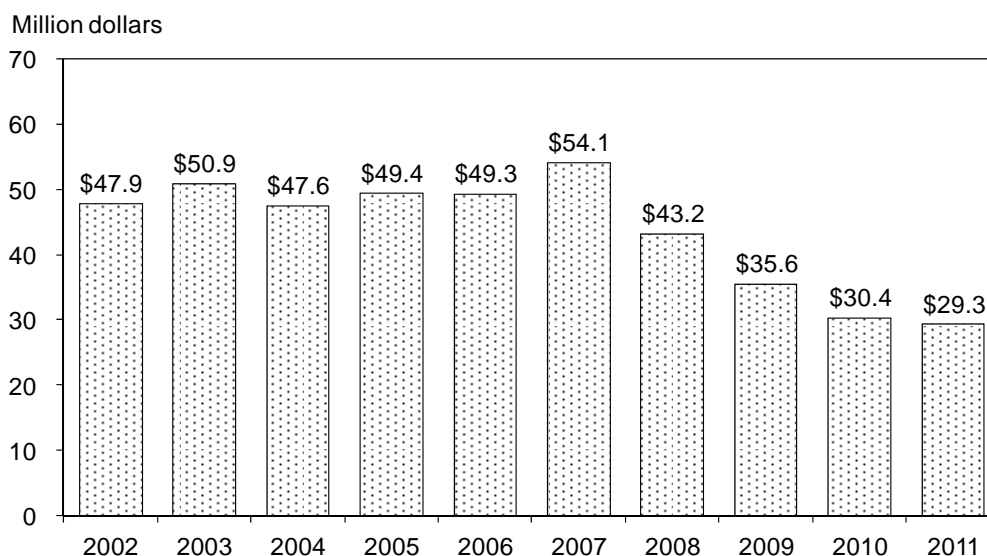
Commodity	2007	2008	2009	2010	2011
<i>1,000 dollars</i>					
<b>CUT FLOWERS</b>					
Anthuriums	6,905	5,800	4,720	4,500	<b>4,200</b>
Birds of Paradise	390	370	310	260	<b>280</b>
Ginger, red	520	510	400	320	<b>300</b>
Gingers, other	510	470	500	480	<b>400</b>
Heliconias	1,100	1,000	900	900	<b>800</b>
Proteas	2,040	1,500	1,500	1,400	<b>1,200</b>
Mixed assortment of cut flowers	3,910	3,890	3,000	2,000	<b>1,500</b>
<b>ORCHIDS</b>					
Cymbidiums, cut	140	125	160	180	<b>180</b>
Dendrobiums, cut	3,200	3,100	2,500	2,400	<b>2,400</b>
Oncidiinae, cut <sup>2</sup>	485	680	470	530	<b>500</b>
Dendrobiums, potted	3,100	1,900	1,800	1,400	<b>1,100</b>
Oncidiinae, potted <sup>2</sup>	2,920	3,720	<sup>3</sup>	<sup>3</sup>	<sup>3</sup>
Phalaenopsis, potted	325	400	580	400	<b>600</b>
Other potted orchids	7,975	5,765	6,660	5,700	<b>5,500</b>
<b>FOLIAGE</b>					
Foliage, potted	14,000	9,400	7,700	6,500	<b>7,000</b>
Ti leaves, cut	500	500	370	400	<b>380</b>
Other cut greens	1,400	1,300	1,100	1,000	<b>1,000</b>
<b>ALL OTHER FLOWERS AND NURSERY PRODUCTS</b>					
	4,700	2,800	2,900	2,000	<b>2,000</b>
<b>Total</b>	<b>54,120</b>	<b>43,230</b>	<b>35,570</b>	<b>30,370</b>	<b>29,340</b>

<sup>1</sup> Based on F.O.B. island value. Includes both wholesale and retail sales. Does not include sales of cut flowers, potted plants, leis, etc., purchased within the State and hand carried out.

<sup>2</sup> Prior to 2007, formerly called Oncidium.

<sup>3</sup> Combined with other potted orchids.

## FLORICULTURE & NURSERY PRODUCTS: Out-of-State Sales, State of Hawaii, 2002-2011<sup>1</sup>



<sup>1</sup> Includes wholesale and retail sales.